

**IN THE SPECIFICATION**

Please amend the “Cross-Reference to Related Applications” section beginning on page 1, line 5, of the application as follows:

**CROSS-REFERENCE TO RELATED APPLICATIONS**

The present invention is related to those disclosed in the following United States Patent Applications:

1. Serial No. 09/971,230~~[Docket No. US 010493]~~, filed concurrently herewith, entitled “SELLING BEST AVAILABLE SEATS AT A PUBLIC FACILITY”;
2. Serial No. 09/971,229~~[Docket No. US 010494]~~, filed concurrently herewith, entitled “SYSTEM FOR DISPLAYING PERSONAL MESSAGES AT A PUBLIC FACILITY AND METHOD OF DOING BUSINESS”;
3. Serial No. 09/970,961~~[Docket No. US 010495]~~, filed concurrently herewith, entitled “SYSTEM AND BUSINESS METHOD FOR OFFERING SEAT UPGRADES TO PATRONS AT A PUBLIC FACILITY”;
4. Serial No. 09/971,141~~[Docket No. US 010496]~~, filed concurrently herewith, entitled “BUSINESS METHOD AND SYSTEM FOR COMMUNICATING PUBLIC-FACILITY STATUS INFORMATION THROUGH A VIRTUAL TICKET DEVICE”;
5. Serial No. 09/970,910~~[Docket No. US 010497]~~, filed concurrently herewith, entitled “TICKET EXCHANGE SYSTEM AND METHOD OF OPERATION”;

6. Serial No. 09/971,128~~[Docket No. US 010498]~~, filed concurrently herewith, entitled  
“PUBLIC-VENUE AUCTION SYSTEM AND METHOD OF OPERATION”; and

7. Serial No. 09/970,891~~[Docket No. US 010500]~~, filed concurrently herewith, entitled  
“SYSTEM AND METHOD FOR SELLING IMAGE DISPLAY TIME TO CUSTOMERS OF A  
PUBLIC FACILITY”.

The above applications are commonly assigned to the assignee of the present invention. The disclosures of these related patent applications are hereby incorporated by reference for all purposes as if fully set forth herein.